(c) whether there is any proposal with Government to constitute a Nandi Hills Development Authority; and

(d) what will be the estimated cost of the project and how much funds are allocated by the Centre?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) No, Sir. However the State Government of Karnataka has got a feasibility report prepared.

(c) No, Sir.

(d) The proposal for integrated Development of Nandi Hills (including Ropeway) was submitted by the State Government of Karnataka in 2004-05 for an amount of Rs. 33.46 crores. However, the proposal was not complete as per guidelines. Hence, it was not approved.

Incredible India Campaign

2937. SHRI BALAVANT *ALIAS* BAL APTE:
SHRI KRIPAL PARMAR:

Will the Minister of TOURISM be pleased to state:

(a) whether Government are launching Incredible India Campaign in order to attract foreign tourists to India; and

(b) if so, the number of countries where this campaign has been launched and the results achieved as a result thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) The Incredible India Campaign in global print and electronic media covered countries in Central Europe, U.K., Australasia, South-East Asia, Middle-East. A separate campaign for promotion of India was also undertaken in the US market. As a result of Incredible India Campaigns the foreign tourist arrival figures increased from (—)6% in 2002 to 23.5% in 2004.

The foreign exchange earnings in 2004 in terms of rupees registered a growth of 32.9%. In absolute terms, the foreign exchange earnings increased from Rs. 16,429 crores to Rs. 21,828 crores.